

HOUSE JOINT RESOLUTION 918

By Zachary

A RESOLUTION to recognize and commend MasterCraft upon the occasion of its fiftieth anniversary.

WHEREAS, it is fitting that the members of this General Assembly recognize those Tennessee businesses that are industry leaders and have a longstanding commitment to providing exceptional products and services to their customers; and

WHEREAS, one such entity is MasterCraft, a world-renowned innovator, designer, manufacturer, and marketer of premium performance inboard wakesurfing, wakeboarding, and ski boats; this year marks five decades that this exemplary business has been in operation; and

WHEREAS, MasterCraft was founded in 1968, when the first MasterCraft ski boat was built in a two-stall horse barn on a farm in Maryville; dissatisfied with the large wakes and pull of other ski boats, MasterCraft builders designed a hull that had the smallest wake in the industry, rode smooth and low at slalom and jump speeds, and featured well-defined trick speeds. This watercraft was the progenitor of the exquisite fleet of boats that would come to populate the MasterCraft roster over the next fifty years; and

WHEREAS, in the first year of operation, MasterCraft built only twelve boats; however, the boat design was so revolutionary that the company began receiving numerous orders. With the proliferation of its fine product, the company soon became recognized as a major force in the tournament ski boat market; and

WHEREAS, contributing to the company's fame in this market was its success in competition; in 1972, MasterCraft pulled its first national championship, and in 1973, it pulled Kris LaPoint to the first slalom world record. The first world championship win for MasterCraft came in 1977, and in subsequent years, the company has dominated ski, slalom, trick, jump, freestyle, and wakeboard competition throughout the nation and around the world; and

WHEREAS, MasterCraft has set the bar for product innovation, with some of the company's groundbreaking, patented advances including PowerSlot transmission, Wear-Guard pylon, MasterCraft Oscillation Dampening System (MODS), an advanced fuel delivery system featuring the industry's only tapered-bottom fuel cell with an in-tank pump, and the ZFT 5p wakesport tower; and

WHEREAS, no stranger to awards and accolades, MasterCraft garnered nine consecutive Boat of the Year recognitions from WakeWorld.com's Rider's Choice Awards with the MasterCraft X-Star and multiple National Marine Manufacturers Association Innovation awards; the company was named a co-winner of the J.D. Power and Associates Award for the Inboard Industry in 2008, and it was awarded the illustrious and coveted IndustryWeek Best Plants Award for 2014 and 2015 in recognition of its operational excellence, customer satisfaction, and rewarding workplace; and

WHEREAS, MasterCraft's lone manufacturing facility is located in Vonore, where the company employs a workforce of more than 400; these "MasterCraftsmen" descend on Lake Tellico every morning, dedicated to hand-building the world's best boats; and

WHEREAS, the largest producer of inboard ski, wakeboard, and luxury performance powerboats in the world, MasterCraft sells boats in over thirty different countries and has more than 130 domestic and international dealers; the company produces thousands of tournament ski, wakeboarding, and luxury and performance boats annually to keep up with customer demand; and

WHEREAS, MasterCraft's impact on Tennessee's tourism and economy is manifold; not only is every MasterCraft manufactured in Vonore, but hundreds of owners, skiers, and boarders visit the company's headquarters every year; and

WHEREAS, for fifty years, MasterCraft has been the industry leader in new product innovation, styling, comfort, performance, and quality; now, therefore,

BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE ONE HUNDRED TENTH GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE SENATE

CONCURRING, that we honor and commend MasterCraft for fifty years of excellence, extending our best wishes for the company's continued success.

BE IT FURTHER RESOLVED, that an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.